

Volvo Ocean Race 2005-06

NOAA Communications Plan-In brief

NOAA Theme:

Providing Safe Navigation Services

NOAA Goal:

The overall goal of NOAA participation in the Baltimore Waterfront Festival and Maryland Maritime Festival in Annapolis is two-fold. Primarily the intent is to:

- 1) Increase public awareness of the National Oceanic and Atmospheric Administration...reinforcing the corporate brand of "NOAA".
- 2) Achieve increased awareness and support for NOAA's mission of providing safe navigation services
- 3) Sailors racing around the globe in the Volvo Ocean Race rely on constant, reliable updates to nautical charts and about fickle wind, tricky currents, and sustaining or punishing weather patterns.

NOAA Message

The National Oceanic and Atmospheric Administration or NOAA has five component parts working together to provide a variety of navigation services including nautical charts, real time data and observations, forecasts and public information for the American people.

Target Audiences

- 1) Residents of the Metro Washington area including voters, mariners and stakeholders
- 2) Congressional members and staffers
- 3) News media including TV, press and radio
- 4) 1st time visitors to Baltimore and Annapolis

Targeted Messages

- 1) Residents-
 - a. NOAA is headquartered in Silver Spring, MD with several local offices including NCBO in Suitland and Annapolis, MD along with Sterling and Norfolk in VA.
 - b. There are two National Estuarine Research Reserves along the Chesapeake Bay, as well as Sea Grant institutions in the states of Maryland and Virginia.
 - c. NOAA information and data is just a click away at www.noaa.gov
- 2) Congressionals-
 - a. NOAA products and services are used by mariners (recreational and commercial) to prevent accidents, oil spills, and protected whale strikes. the marine transportation system, a collection of commercial ships, trains, and trucks to provide America with its goods, across the Nation.

3) News Media-

- a. NOAA is the “Ocean Service” providing nautical charts and real time data to keep mariners on course and accident free.
- b. NOAA is the “National Weather Service” providing forecasts to keep boats and people safe.
- c. NOAA is Research providing the data needed for sound science.
- d. NOAA is the “Fisheries Service” providing guidance for sustainable seafood and marine mammal protection.
- e. NOAA is “NESDIS” providing satellites for observations and data recordation

4) 1st time visitors to Baltimore and Annapolis-

- a. Welcome to the Chesapeake Bay, the nation's largest estuary, receiving salt water from the Atlantic Ocean and fresh water from more than 50 rivers and innumerable smaller tributaries
- b. NOAA is very involved with the science and stewardship of this remarkable body of water.
- c. For more information visit www.noaa.gov or the NOAA Chesapeake Bay office in Annapolis.